

## SILVERTOWN TIRES HAVE GREAT RECORD

General Efficiency Which Manager Claims Causes Popularity of Output.

J. L. Wackamuth, local manager of the B. F. Goodrich Company, said the following about "racing" tires recently: "Silvertown tires have made such spectacular success at Indianapolis, Chicago, Omaha, Des Moines, Tacoma, Elgin, Minneapolis, and Sheepshead Bay, that people may think of them in terms of speed, rather than in terms of endurance, mileage, and safety to car occupants. "It is true that Silvertown are speedy tires. "But it may surprise the public to know that we could make much faster tires, if we cared to do so. "It may be news to the public that Silvertown tires were just as fast years ago, when we first produced them, as they are in 1915. "Yet we practically withdrew the first Silvertowns from the market. "Because, the first Silvertowns were, like all other 'racing' tires, too short lived in mileage, and, therefore, too expensive, per mile, for the average car-owner's use. "They had speed, at the expense of endurance, mileage and safety. "They were not up to the Goodrich ideal of dependability, and full value to the consumer. "Defect Is Overcome. "So we practically withdrew them from the market until we had overcome this defect, and brought the Silvertown principle up to the Goodrich standard. "Not a Silvertown tire has yet been given away to a single racing driver or car manufacturer. "Not a dollar has been paid, either directly or indirectly, to any living racing driver to win races with Silvertowns, or to buy his good will in exploitation of it. "Not a single Silvertown tire has yet appeared on a race track, which was not paid for. "Yet out of the twenty-four cars entered in the big Indianapolis race, for instance, twenty-two were equipped with Silvertown tires, and even a higher percentage at Chicago. "And none but those drivers who rode on Silvertown tires finished the 30-mile race. "No other tire construction, or material, could stand up under the frightful wear and tear of the awful pace in which the winners averaged thirty miles an hour at Indianapolis, and over ninety-seven miles at Chicago, and 102.7 miles at Sheepshead Bay. "To make such a pace for 300 miles would have required, with any other construction of tire than Silvertown, probably two to five replacements of tires, with a consequent loss of probably one and a half to five minutes' time. "And that margin of time could easily win, or lose, a race. "When, therefore, you see these racing drivers, of iron nerve, cool judgment, and splendid physical efficiency, breaking new records on every track in this country, don't think of them as reckless dare devils, who take a gambler's chance for their lives in each race. "Undergo Examinations. "Consider that each of these men, before he is even permitted to enter the race, must undergo a severe physical examination, including tests of blood-pressure, heart action and sight. "This to ensure the safety of other drivers in the race, and of the spectators. "Consider then that the cool-headed racing driver is himself as critical of the tires he must drive on as the surgeon is critical of his physical condition. "His success will depend not only on his own courage, skill, physical strength and endurance—not only on the car he drives—but upon the tires which make it possible and safe for him to take out of the (and the driver) all the speed there is in them. "This is why racing drivers now at most unnamed, and without 'influence' buy, or have the car owner buy for them, Silvertown tires, when they stake their lives, as well as their success, upon the ordeal of the race track.

## WOMEN'S SUFFRAGE AFFECTS MOTORDOM

"Women's suffrage has come to stay in the motor car business," said St. Clair Cousens, of the Pathfinder Company, while in Washington. "There is a vast difference, however, between women's suffrage in politics and on automobile row. In politics, all that women ask for is equal rights with men. On motor row, when it comes to buying, there is not a man alive who can hope to win half the influence of the average woman. Woman rules when it comes to selecting the car. This was not so nearly true before the days of the electric starter, and other innovations which have made the motor car effective in the hands of the women. Now that it has become comparatively simple to drive a gasoline car, women demand them, and they have a great deal to say when the subject of a new car is up for discussion over the breakfast table. "Motorists, past, present, and future agree, regard the electric starter as the one thing which has made it possible for a woman to operate a car with little inconvenience. I should say it is the reason women dominate the great cascade of motor cars which moves upon streets and highways in every corner of the land. "Two things once made it difficult for a woman to operate a car. One, starting the motor; the other, gear-shifting, and the ever-present danger of choking the engine. "The multi-cylinder car then came, and women were enabled to drive with more ease and less traffic anxiety."

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## STEARNS-KNIGHT LIGHT FOUR IS HERE



MALCOLM E. DWYER, of the Potomac Motor Car Company, at the wheel of one of the new Four Cylinder Stearns-Knight Touring Cars.

## Slang Fables of MOTORDOM

### The Paying Teller Who Cashed.

By MONTE W. SOHN.

Once upon a time there was a Lady who had a sense of Humor. To prove it she Married him when all he had was a Fraternity Pin and a Cheerful Disposition. True, his Position as Paying Teller in her Old Man's Temple of Mammon was Secure as long as he didn't do it Openly, but that was All. Her Father was a Dish-Faced Cyclops who was Nuts on Caste because an accident of Birth initiated him into an F. F. V., a Mayflower Relation and a Forebear who was One of the Signers. So the Old Man had no use for his S. I. L. except to let him Earn One Tenth of Daughter's previous Allowance. When their Wedding Bells did the first Tintinnabulation of Joy the Old Man credited himself with \$500 because per week and Daughter's Allowance sacrificed out. He gave them his Blessing, but it wasn't certified, so they couldn't Cash. She was Happy. She never Missed Pi-Pi, or Bridge, or Hedge—her maid, and Life ran Mother Lode of Pure Unalloyed. But She Missed her Car. She Missed Dreadfully. Once she Confided in Charles, but Charles pulled a Gloom and Crawled into his Shell. Then One Day, Two months after the last Sentence, a Distant Relative who had been Close to Charles got the Gates Ajar. When the Tears had been Holystoned off the Parlor Floor, of the Deceased,

was Discovered that Charles had Five Thousand to his Credit at the Butchers and Bakers National Bank of Bunkburg. The Dealers told Charles that it was a Bargain at the Price because it had been Built to Order for the King of Dalmatia, but couldn't be shipped on account of the War. So he sold it to Charles as a Personal Favor for Forty-Nine Hundred and Sixty-Six. Cuts Out Luncheon. In a week Charles Canned the Mid-Day Feast as Unnecessary and Seven New Wrinkles Ramped on his Brow. His Nine Cylinder LOLLOP had developed a Normal Appetite. His Garage Bill for that Period was \$19.27 for Gas and Oil. It got Worse in Large Quantities. Little Willie's Bucket of Joy was Effervescent, but Alas, her Effervescence was Expensive, even though she only ran her Buss 700 miles Per Week. At the end of the First Fortnight his Indebtedness began to Assume Porcine Proportions, and not even Little Willie's 300 Watt Smile could dissipate his Gloom. If she could have read his Thoughts it would have been Obvious that they were Set in Mourning Borders. At the Six Months Mark the Garage threatened to Slap a Sticker on the LOLLOP, and Charles Begged them to Let him Stay the Limit. They

Did. But they Got Out their Shin-Plasters and Lined Up the Sheriff-in-Waiting for the First of Next Month. The First of Next Month Appeared with Relentless Rapidity, but Charles was Ready. He had Doubled the Insurance on his LOLLOP, and a new Policy which crinkled among his Personal Parchment, showed that his Wife Won Twenty-five Thousand when he Lost. It was Night. He Nurtured the Notion that the Best Way was to Plop a Telegraph Pole Amidships at about Sixty Five.

Tells Story in Court. The LOLLOP was Set for a Heluva Headon, but Just when he Found the Range a 24-Cylinder STRUTAN SWAGGER Took the Turn on Two Treads and Nettle Down with a Slap midway between the LOLLOP's Radiator and the Windshield. The Bunkburg Clarion told it in this wise:

HARDSHELL BEGS TO BE FORGIVEN. DAUGHTER FINALLY YIELDS. Before-Magistrate Quinine of the Criminal Courts, John X. Hardshell, the wealthy banker, pleaded guilty to eleven charges by the state involving the breach of the new Life and Limb Code recently passed at Punktown. The Court was very clement however and dismissed the case with a reprimand and a fine of \$1,000, which the wealthy banker gladly paid. The wealthy banker, with tears of joy streaming down his dear old face finally succeeded in getting his daughter, Mrs. Charles D. Spair to withdraw her charge of Assault with Intent to Kill her husband. Mr. Charles D. Spair is doing nicely in the Bunkburg Hospital where he is. His wounds are not as serious as they were and he is rapidly recuperating. In a statement to Editor Henry Martin, Editor of the Clarion, Mrs. Spair stated that while her Counsel, Mr. George B. Wise had got a lot of convict evidence together with Motorcycle Traffic Officer Samuel A. R. Brown who was about to apprehend the speeding STRUTAN SWAGGER, the wealthy banker is still her father and will be forever. The wealthy banker in the presence of the whole court made a statement in which he stated that he will settle \$2,500 on Mrs. Spair and her husband a year. Mr. Spair, it is rumored, will be elected president of the Bunkburg National Bank as soon as he gets well. No better man could be picked for the job say we. Moral: It's a long worm that has no turning.

# The Jeffery Sedan

## COMBINING WINTER LUXURY WITH SUMMER COMFORT

(The top is removable)

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Seven-Passenger, \$1835 - Five-Passenger, \$1600  
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Picture to yourself a handsome, high-grade, beautifully-finished, luxuriously easy-riding enclosed coach—put as much quality into your picture as you can—and you still will not be overestimating the quality and appearance of the Jeffery Sedan. Yet the cost of this car complete is extremely moderate—and the Sedan body is easily removed, giving you an open touring car including summer top for pleasant-weather touring.

Divided front seats afford easy access from the front compartment to the tonneau. Windows, extra wide, three-sixteenth inch crystal plate, ground and polished, adjustable for ventilation. Curtains, silk portiere type. Upholstery, grey whipcord—leather optional for seats. Interior illumination from an electric dome light.

Prices F. O. B. Kenosha, Wisconsin

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## Why We Selected

# KISSEL KAR

## The ALL-YEAR Car

Some time ago we announced that, in addition to representing the COLE car in this section, we expected to take on another car in the low priced class which we could conscientiously recommend to our friends and the general public as meeting every requirement demanded of motor cars.

We had gone over the field thoroughly, investigating several new as well as a great many well-known lines. We had a number of very flattering offers from well-established manufacturers.

We wanted a car selling at as low a price as possible, but required that it meet certain specifications which our experience had taught us the public demanded; that it have certain essential features of which the purchaser may have been ignorant, but to which we knew he was entitled.

We were not thinking so much of cheap operating cost ON A DEMONSTRATION as the low cost of upkeep in THE LONG RUN.

We were looking out for the purchaser who was not "motor-wise;" we were preparing for the more discriminating who could appreciate quality. We were looking for an honest car.

Neither were we entirely unselfish, for we wanted a car that would not be a burden to us, as well as to the owner, in the way of service.

We did not want a car that sold for as much as \$1,050.00, but without wishing to discredit any car, we would not find one that filled our requirements that sold for less.

And we can convince any prospective purchaser who is thinking of low operating cost, that the car we have selected is cheaper in the end than any selling at a lower price.

We selected the KISSEL KAR because, after most careful investigation, we found that it had every feature we required and some we did not dream of. In every detail we saw the stamp of QUALITY.

In addition to the product itself, we were reassured by KISSEL'S strength and resources; we were impressed with KISSEL methods.

KISSEL had been building gasoline motors for twenty years. Today this company is building every kind of motor-driven vehicle known to locomotion, and every vital part is built in the KISSEL shops. KISSEL reputation is international.

## Kissel Kars Are Guaranteed For One Year

The Usual Guarantee Is 90 Days

The KISSEL line embraces two four-cylinder and one six-cylinder chassis with fifteen body designs, including five and seven passenger touring cars and a four passenger roadster, ranging in price from \$1,050 to \$2,000.

A few features common to all KISSEL models—Long wheel base, roomy bodies, with aisle-way front seats, one man top, long stroke KISSEL-built motors, full floating rear axles with large Timken bearings, spiral bevel gears, springs guaranteed against center breakage, Mayo Radiators, large crowned fenders, Stewart Vacuum food, KISSEL starter, and Westinghouse ignition and lighting.

A special feature of the KISSEL line is the ALL-YEAR car with a detachable top built for its particular body. It challenges detection from the regular Coupe or Sedan.

The agency also includes a line of Trucks ranging from 1,000 to 12,000 lbs. in seven chasses.

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### ANNOUNCEMENT!

The Smith-Trew Motor Company begs to announce the removal of its establishment to more commodious quarters at No. 1337 Fourteenth Street N. W.

This change is the result of an ever increasing patronage, with a necessary demand for a larger Service Department.

The same personal attention will prevail, but enhanced by better facilities to maintain the standard we have set.

REO and OAKLAND Pleasure Cars.  
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